



Make Beautiful Music Learn to Toot Your Own Horn

Presented by: Raini Williams, D.G.P.

**"The really tough thing about humility is
you can't brag about it."**
Author Gene Brown

Studies show: Women are 38% more likely to turn down a promotion or withdraw from a job offer if they don't feel completely able to do the job.

1. Understand why it's important to "toot your own horn."
2. Find the balance between "tooting your own horn" and showing off.
3. Know your subject matter – YOU!
 - Become aware of your speaking "style" and how it may limit your effectiveness.
 - Recognize your strengths and accomplishments.
 - Journal your high moments.
4. Practice
 - Recognizing when "tooting" behavior will be the most effective.
 - Pointing inward when you succeed.
 - Using declamatory statements.
 - Eliminating disclaimers, hedges and tag phrases.
 - In conversations.
 - At meetings.

AND, PLEASE . . .

SUPPORT other women for promoting themselves.

Remember

You can make beautiful music by tooting your own horn!

INTERVIEW “DETRACTORS” and “ATTRACTORS”

When preparing for “behavioral” interview questions identify your top 5 responses for major topics and 1 example for each that proves you got results. Be ready with the best 3 that fit those “for-sure” interview questions. Most asked questions include your: strengths, weaknesses, accomplishments, professional skills and preferred work style.

DETRACTOR	ATTRACTOR
<p>Gives vague or general answers that could be used to describe anyone.</p> <p>“Well, I’m good at planning things and writing. People have said that I’m great at those things and I feel I do really well at them.</p>	<p>Gives specific examples and results that show what you can produce?</p> <p>“My strengths that have paid include my planning-under-pressure skills which I used in organizing our highest rated annual meeting with just 3 weeks lead time. My ability to write-for-any-audience earned me the honor of writing our LP Quarterly newsletter that is sent to over 4500 of our associates. Lastly, my attention to detail helped save our department \$200,000 when I noticed we had dropped off a “0” in our budget figures.</p>

A 30-second commercial is a sure way to wrap-up an interview in a way that shows the “you” they can’t refuse. Replay the top 3 skills you possess that the job requires; describe 2 ways you can help make the company successful; share the 1 reason you really want the job.

DETRACTOR	ATTRACTOR
<p>Simply ends the conversation and leaves no image to remember.</p> <p>“No, I think I’ve told you everything. I sure appreciate your time and the chance to interview.”</p>	<p>Showcases their assets and creates a lasting impression.</p> <p>“I sure feel I’m the right fit for the job. I’m able to plan under pressure, build partnerships with other departments and organize many projects at one. I know I can build a team and manage crisis in a way that gets the shrink the company expects. I’ve been working for this type of promotion throughout my career and am committed 110% to succeeding. I look forward to having the chance to do so.</p>

Give them a unique “leave-behind” product that shows you can do the job – and you can prove it.

DETRACTOR	ATTRACTOR
<p>Leaves no trace to be found except a resume to get lost.</p>	<p>Leaves a “signature” product that blows away the competition.</p> <p>30 Day Action Plan – Defines what you’ll do the first 30 days on the job. Accomplishment Report – A customized report that shows your boss you’ll keep her/him up-to-date on all your projects. Job Unique Deliverable – Depending on the job, deliver a sample of work that shows you’ve got the “right-stuff”: company newsletter, web-site design, case management profile, etc.</p>